



## **Zicom Launches “Make Telangana Safe” Initiative with Telangana Information and Technology Association & Digithon**

***MoU to be signed to launch the Citizen safety mission for Telangana in the honorable presence of Home Minister Naini Narshimha Reddy and other influential stalwarts***

**Hyderabad, 22<sup>nd</sup> February 2018:** Zicom Electronic Security Systems, India’s most respected leader in security solutions, is extending their highly acclaimed mission of “Make Your City Safe” to the state of Telangana for citizen safety. The organization will be partnering with Telangana Information and Technology Association (TITA) as their technology/security partner. Digithon, will be supporting this initiative as well, they are the local state level partner who will drive this in the state to support the Telangana government’s initiative of safe Telangana through their highly acclaimed digital soldiers team as security ambassadors spread across the state. The trio will be signing a Memorandum of Understanding (MoU) in the presence of honorable Home Minister Shri Naini Narshimha Reddy, Telangana Water Resources Development Corporation Chairman, Shri V.Prakash Garu, President Telangana Police officers Association, Shri Gopi Reddy, Joint Director Information Technology & Electronics Telangana Govt, Mustafa Shaik, Chairman Digithon, Sundeep Kumar Makthala, Vice Chairman of Digithon, Rana Prathap and Managing Director of Zicom Electronic Security Systems Ltd, Mr. Pramoud Rao on **Thursday 22<sup>nd</sup> February 2018 at 11am at Hyderabad Marriott Hotel & Convention Centre, Opp Hussain Sagar Lake, Tank Bund Road, Hyderabad 500080 Andhra Pradesh India.**

In 2012, Zicom Electronic Security Systems launched its unique offering “Make Your City Safe” mission as a social SaaS initiative to make housing societies, schools and hospitals more secure by equipping them with high quality CCTVs that require “Zero investment, Zero management”. Apart from providing hardware, the company also undertakes the responsibly of monitoring the health of their security systems and offering free-of-cost services to ensure the smooth functioning of their products. With currently over 4500 buildings coming under the MYCS banner, Zicom looks forward to a safer, better urban lifestyle becoming a reality. Taking this initiative, another step forward by extending the mission of citizen safety from societies to states across the country, Zicom Electronic System has partnered with TITA and Digithon to create a robust digital ecosystem that not only monitors but also prevents crime in the selected cities of Telangana. The initiative will encompass the cities of Hyderabad, Varangal, Karimnagar, Adilabad and Nalgonda.

Cities from Telangana are chosen as a part of the first phase of Zicom towards citizen safety. As the part of the upcoming phase Zicom plans to cover the whole of Telegana followed by other states as well. The company is exploring possible associations as well. Under the "Make Your City Safe" initiative, Zicom Electronic Security Systems will offer a broad spectrum of security solutions for citizens at an affordable cost.

Additionally, the company is also exploring the idea of establishing their local Command center to support Safe Telangana initiative to help citizens connect all buildings for monitoring and proactive prevention of fire incidents and crimes.

**Home Minister Shri Naini Narshimha Reddy said,** *"We welcome and are very proud of the Telangana Information and Technology Association (TITA), Digithon & Zicom Electronic Security Systems Ltd to collaborate for such a noble cause. Citizen safety is priority to us and we will do whatever it takes to ensure the security and safety of our people."*

**Mr. Sundeep Kumar Makthala, Chairman of Digithon said,** *"As the local state level partner we at Digithon are excited to drive the unique initiative of "Make Telangana Safe" by TITA and Zicom Eletronic Security Systems Ltd. towards citizen safety through our highly acclaimed digital soldiers team as security ambassadors spread across. We feel proud to be associated with a cause of this kind."*

**Mr. Pramoud Rao, Founder & Managing Director of Zicom Electronic Security Systems Ltd,** said, *"We applaud the Telangana Information and Technology Association for undertaking this great initiative of making Telangana safer for its citizens with the power of technology. We believe, through this initiative, the authorities have set an example for other states as well on how the power of technology can be used to prevent crimes and ensure the safety of citizens."*

*We, at Zicom Electronic Security Systems, have been committed towards the cause of citizen safety through our "Make Your City Safe" since 2012. We are delighted to associated with this noble cause and we are grateful to the Telangana Information and Technology Association for granting us this splendid opportunity."*

**About Zicom Electronic Security Systems Ltd**

Incorporated in the year 1995, Zicom is a pioneer in the field of Electronic Security in India. With a history of offering high quality products and solutions to the most complex projects in the country, Zicom aims towards providing world class security for world class needs. The sustained growth and success is based on designing and developing unique concepts in marketing Electronic Security Systems and Services that are path breaking. Over the last two decades, Zicom has expanded its reach to 5 countries, 1023 cities, and over a million happy customers, with an annual turnover of 1122 crore. The company today provides solutions that use cloud technology include CCTV Surveillance System, Access Control System, Fire Alarm System, Multi-Apartment Video Door Phones, Video Door Phones, Intruder Alarm System, Fingerprint Locks, and Remote Managed Services (RAM).